

# FOCUSED FIVE



Simran Kad's Portfolio  
**COMMUNICATION  
DESIGNER**

APP DESIGN ●

PACKAGING DESIGN ●

BRANDING ●

SPACE DESIGN ●

PUBLICATION DESIGN

# PROJECT 01.

## APP DESIGN

YOUR WELL BEING REPORT >

YOUR GOAL  
lets us help you achieve your goal >



Choose yourself first

### BRIEF

This is an application which focuses on evoking the emotion of self love and practice that in their daily life.



SELF CARE

*"Archie needs an app which allows her to discover as well as appreciate herself in midst of her busy life"*



Reminder  
you definitely can

Okay



#### PROBLEM

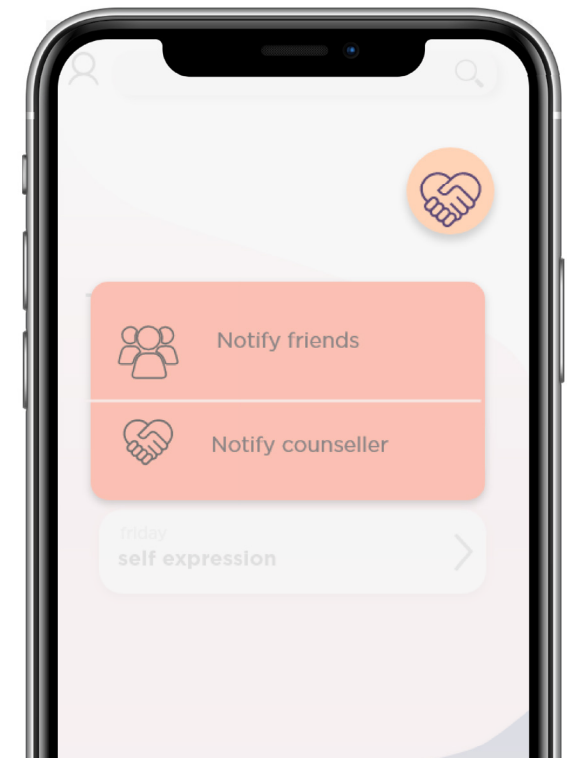
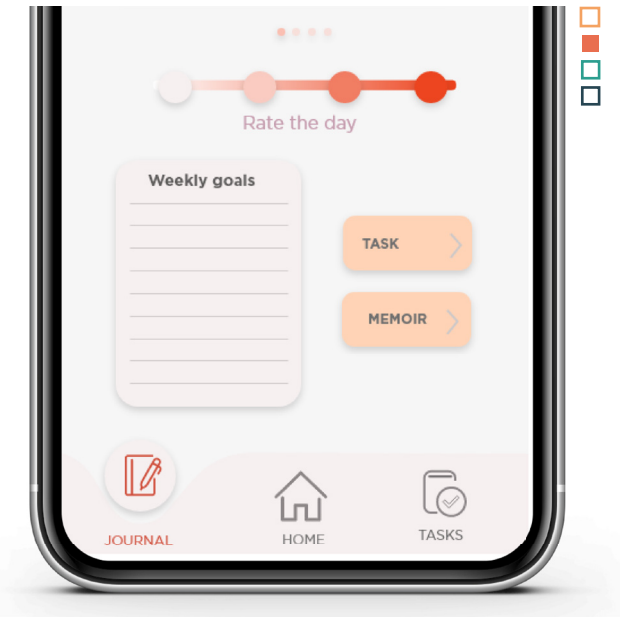
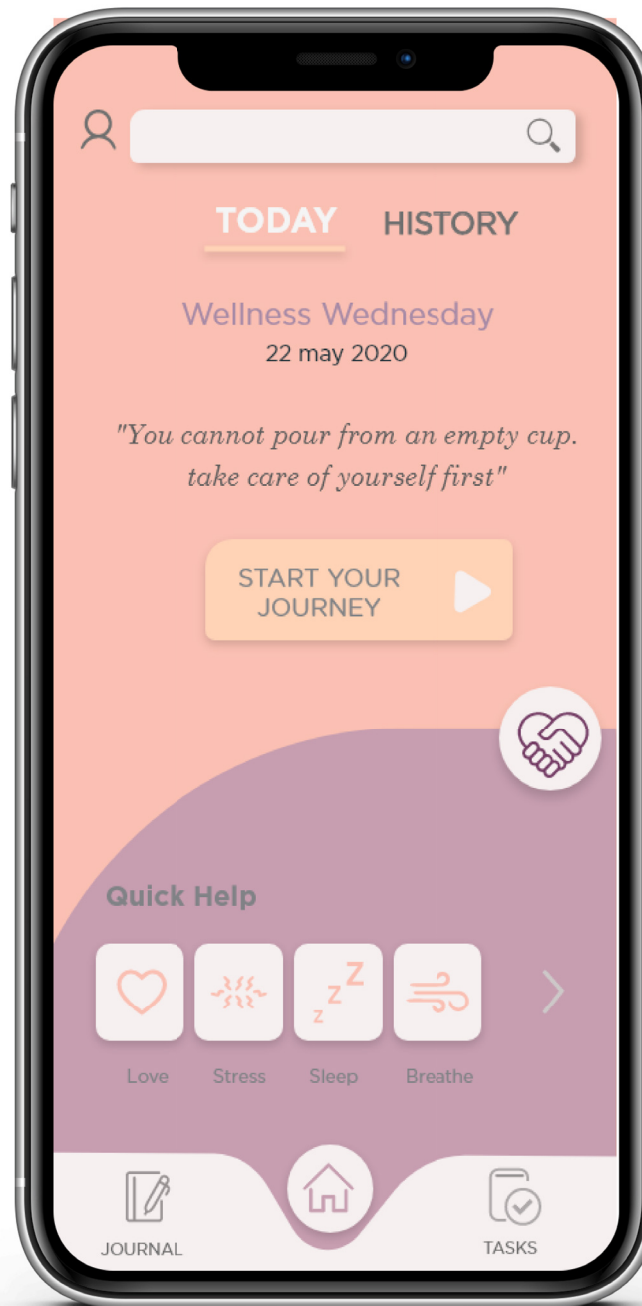
In these testing times ,people are eventually forgetting what is that matters most,its themselves. With growing awareness for self love and mental health one forgets to inculcate in its daily life.

#### SOLUTION

Memoir is a app providing a safe space to people to journal their feeling and emotions and help them in engaging their self - esteem and self compassion through different set of activities and feedback.

#### TARGET AUDIENCE

People above the all age of 15 ,all strata of society



## LOGO



## PRIMARY COLOURS



#e76f51



#c79eb0

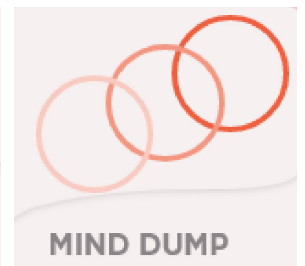
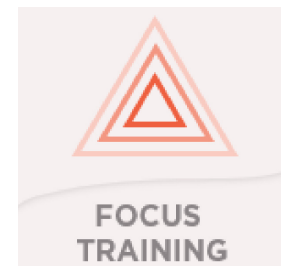
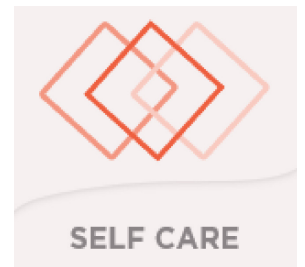
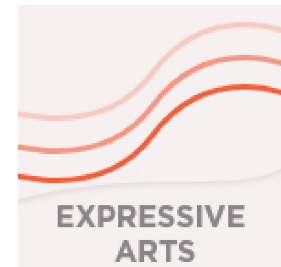


#fbc0b3

## ICONS



## ILLUSTRATIONS

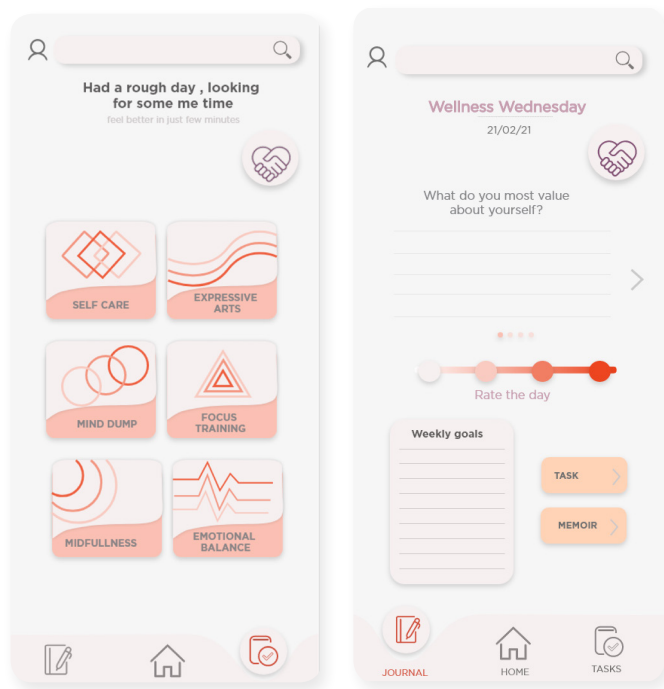




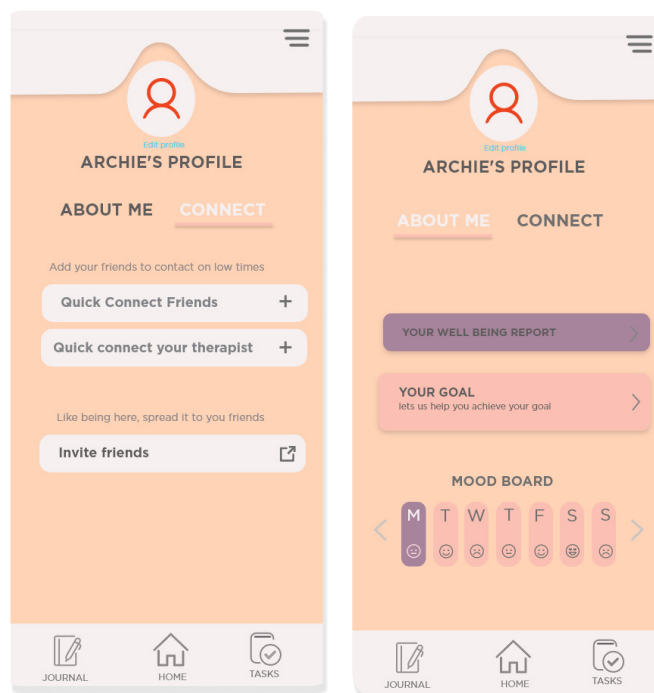
# APPLICATION JOURNEY



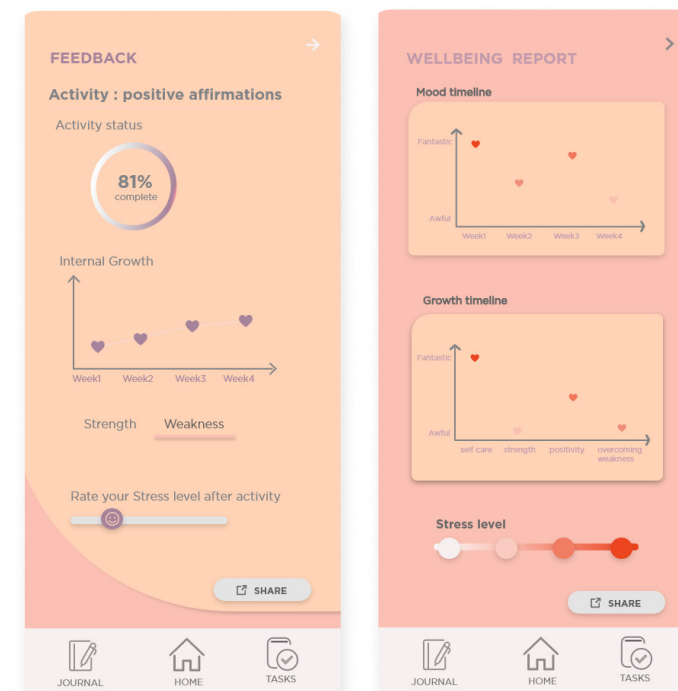
## JOURNALING AND TASKS



## UPDATES AND RECORDS



## REPORTS AND FEEDBACK



This application brings you closer to like gratitude journaling, self help activities like self awareness , mindfulness, expressive arts according to an individuals needs.

Leaves user to the practices but keeps a records of user's well being and keeps onupdating with time.

## PROJECT 02.

## MEALS ON WHEELS

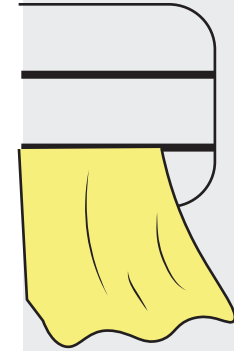
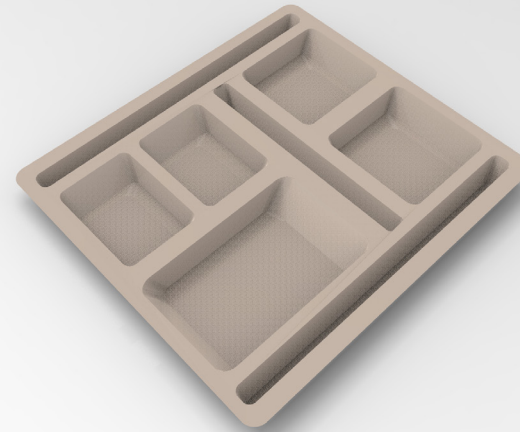
## PACKAGING DESIGN



### BRIEF

Meal tray packaging for IRCTC. Meal tray for passengers in journey.

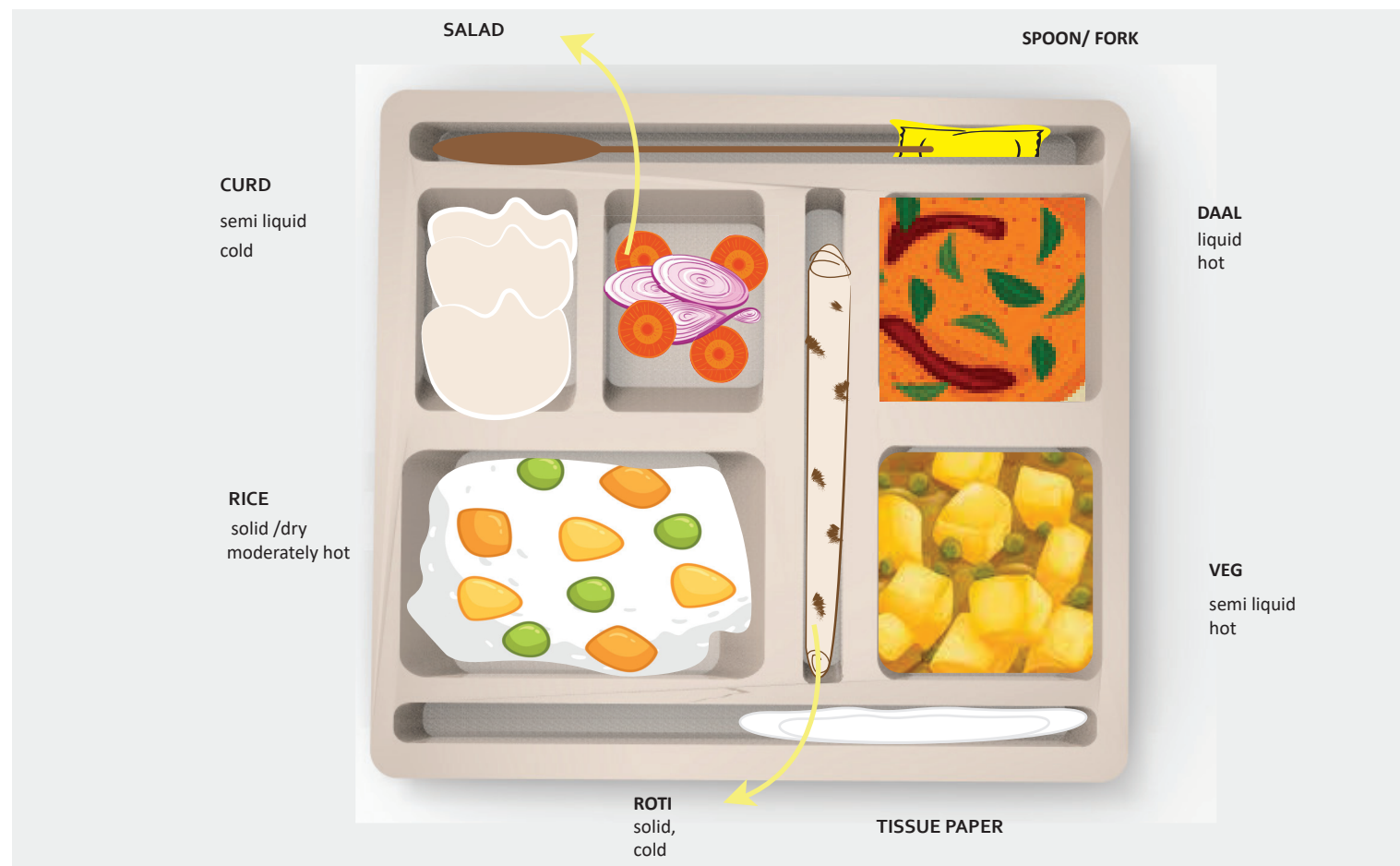
CHAIN  
KHICHDE?



### WHERE

These are to be provided in train journeys which is usually catered by IRCTC.





### BRIEF

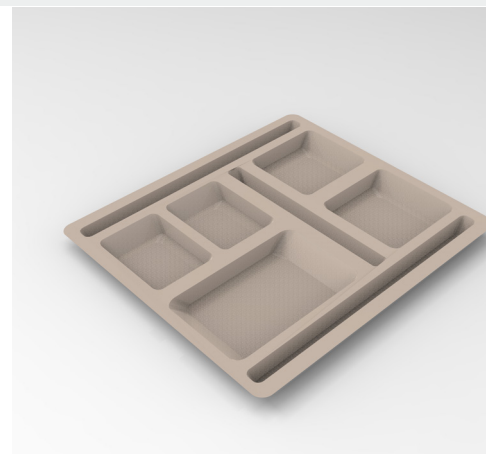
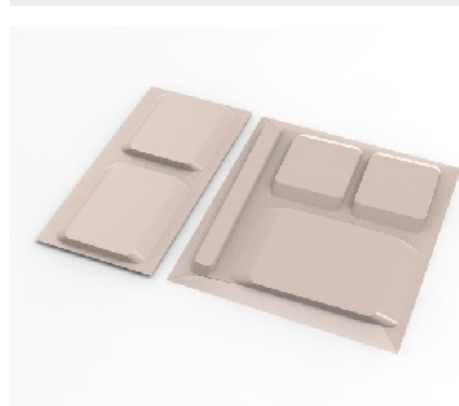
This project focuses on sloving the problem while have meals in a train journey,emphasised on the food packaging by IRCTC

### PROBLEM AREAS

Placement for lids.  
Questionable hyGINE.  
Extra tray for support.  
Flimsy aluminium box.

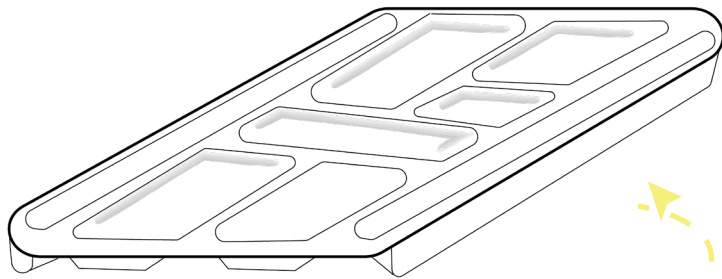
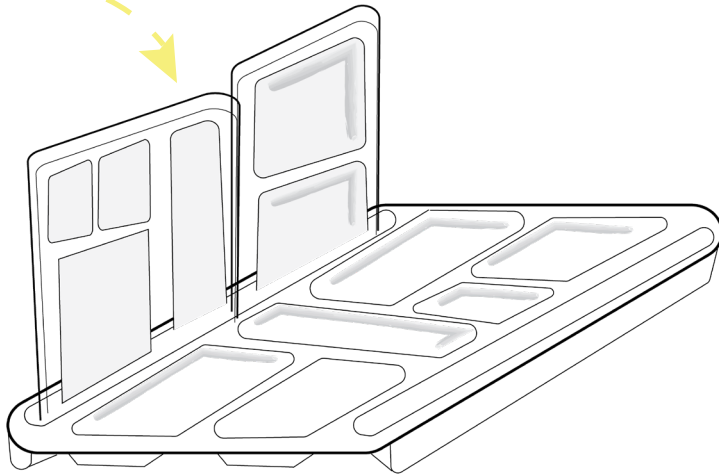
### SOLUTION

Packaging sufficient for standard Indian meal.Sustainable in nature .Convenient to transport and store and easy to handle , hygienic feel and vibe .



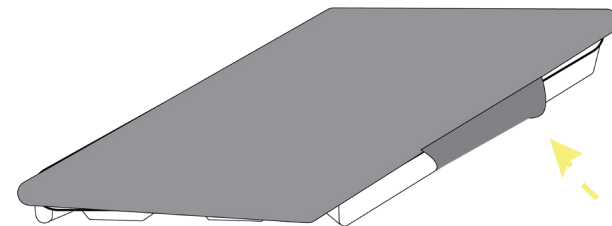
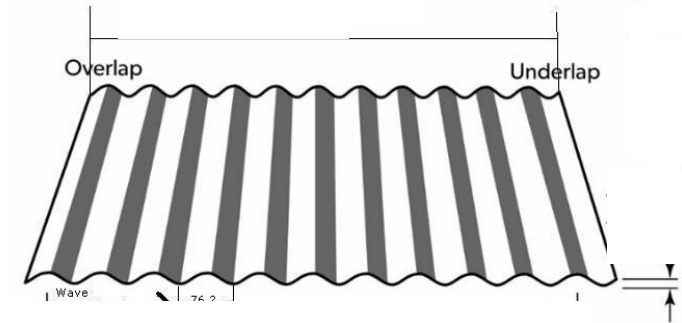
## FORM : CONCEPT

- Separating wet and dry contents by giving 2 lids .
- Bumpy lid to avoid contact with food and also avoiding food getting clustered and spoil.



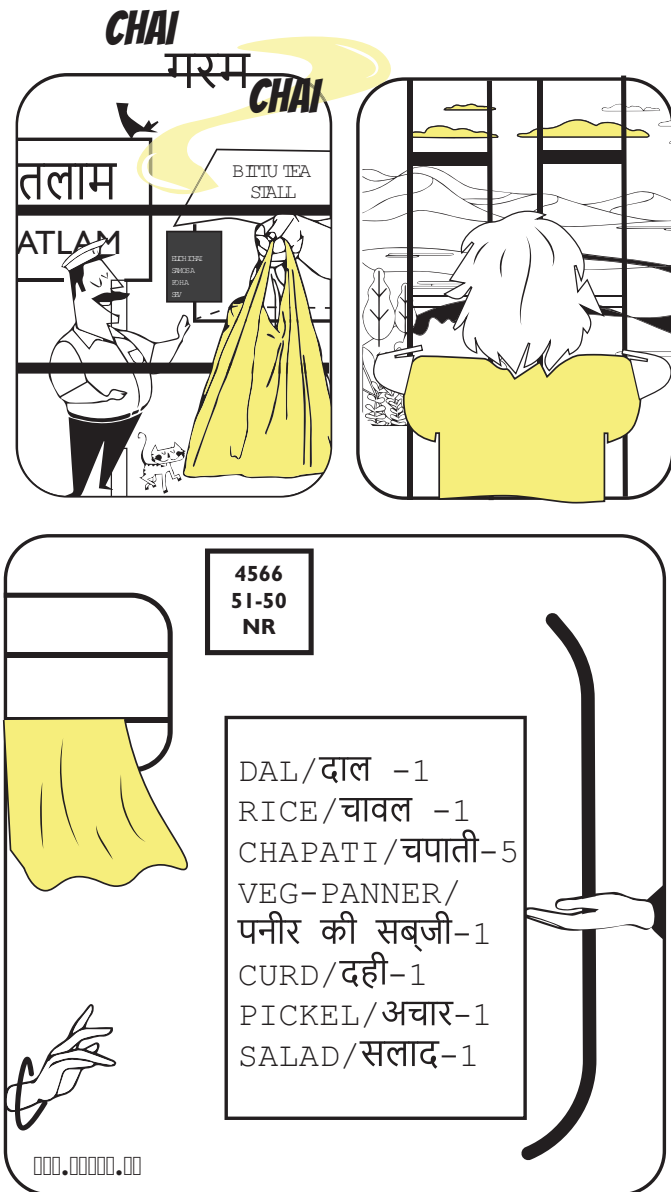
- Flap from recycled material for visual content.
- one can even take it away or use it as a mat under the tray.
- also easily replaceable on different occasions.

## INSPIRATION: CORRUGATED SHEETS



- Depression at the length sides deeper than the one for food .
- Adds strength to the overall structure.
- Avoids the contacts of hot food container from user.
- Used as a stand for lid and also to keep fork tissue and sachets .
- Food smeared with drop down in to the depression

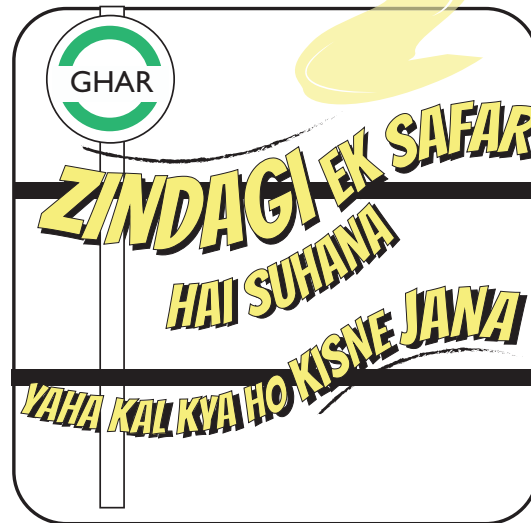




MEALS ON WHEELS

Indian railway catering and tourism corporation

0000.....  
SAFARKHANA



FIND PAN DA



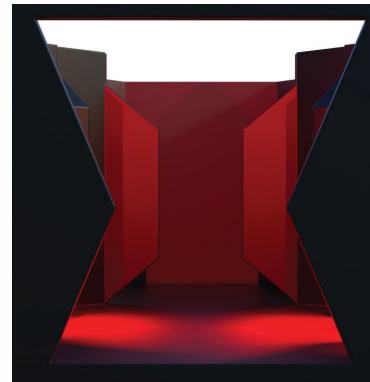
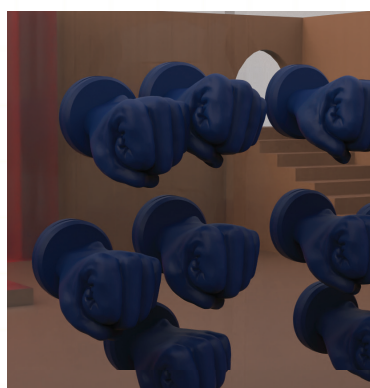
कुलहा हुवा इतमाल नाए करे



# PROJECT 03.

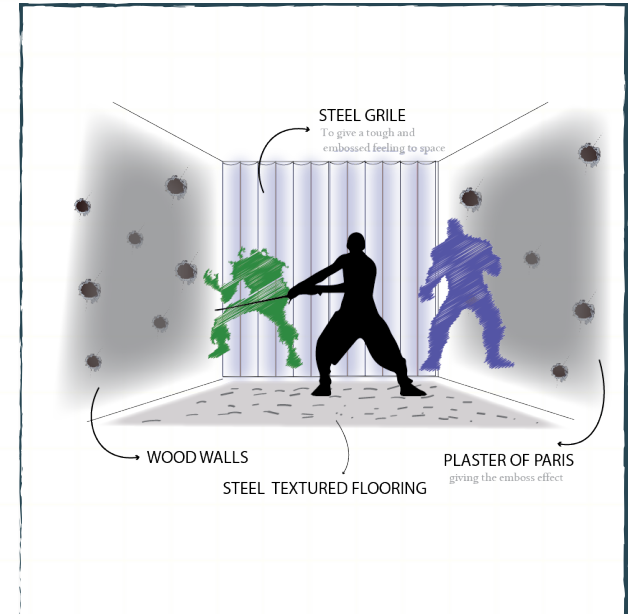
## SPACE DESIGN

## Black widow's MYSTERY MAZE



### BRIEF

Afandom experiential mystery maze in memory of black widow, depicting her lifetime adventures in an interactive maze.



## PROBLEM

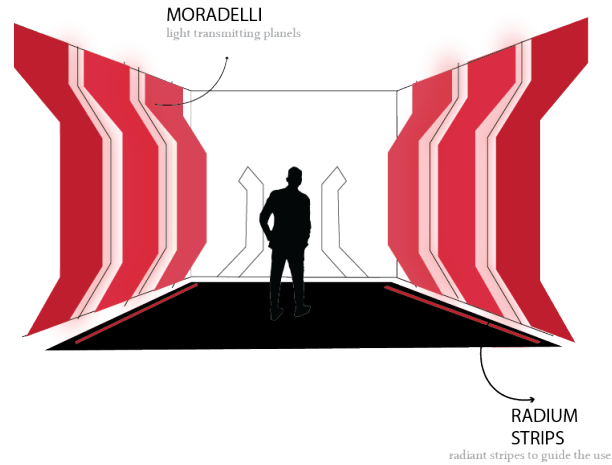
Creating an experiential space , a passage of 20m\*10m, based on Black widow's character.

## BRIEF

We created an experiential mystery maze in memory of Black widow, depicting her lifetime adventures she took over. The interactive elements make not only make user aware of her but also makes one curious to know more.

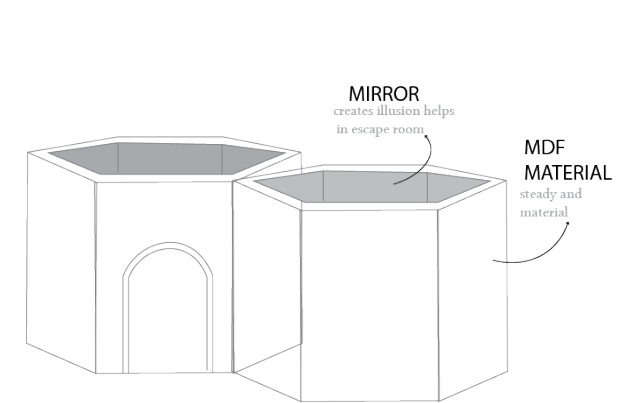
## TARGET AUDIENCE

Marvel fans, People above the all age of 15 , all strata of society



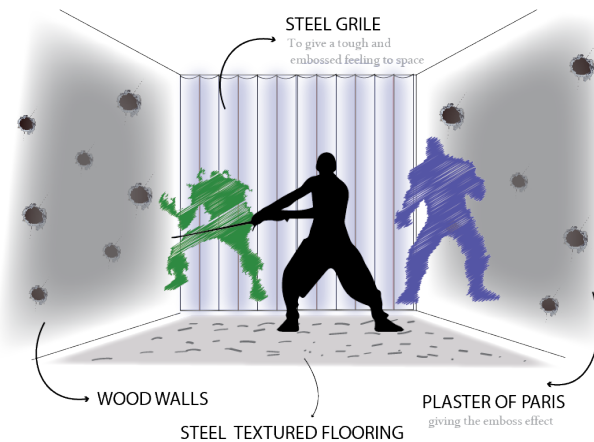
### STEP-1

Red room inspired from natasha's childhood.



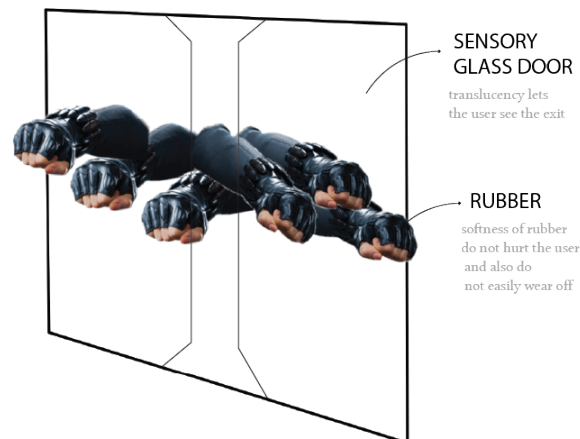
### STEP-2

Escape room inspired from her getting out of red room



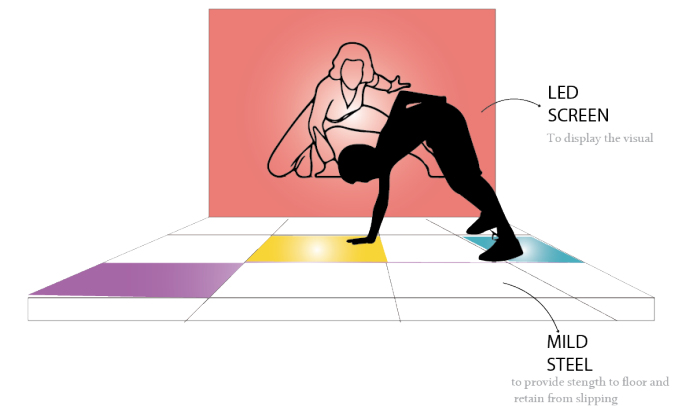
### STEP-3

Fruit ninja inspired virtual reality room to showcase her fights



### STEP-4

Fist bomb door , the correct punch opens the door.

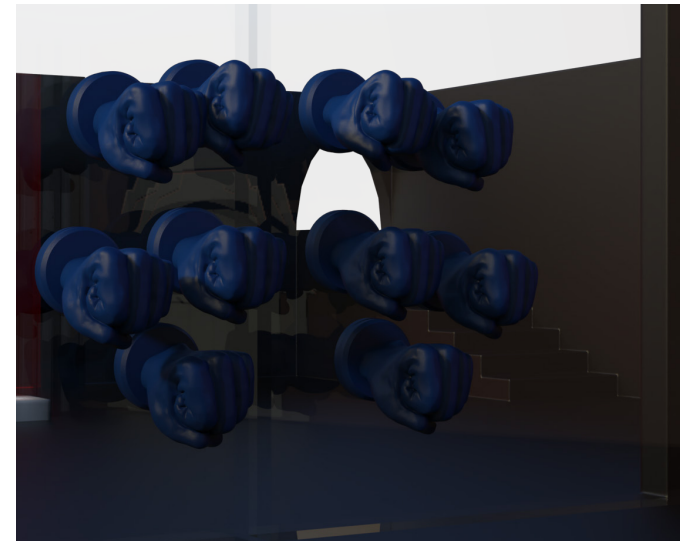
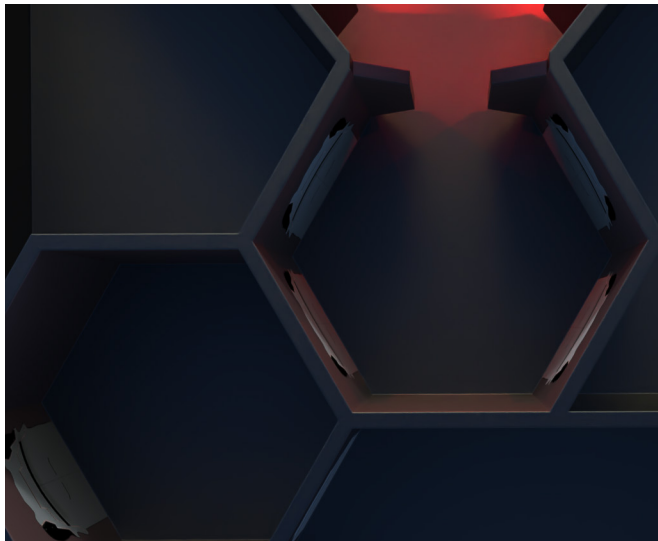
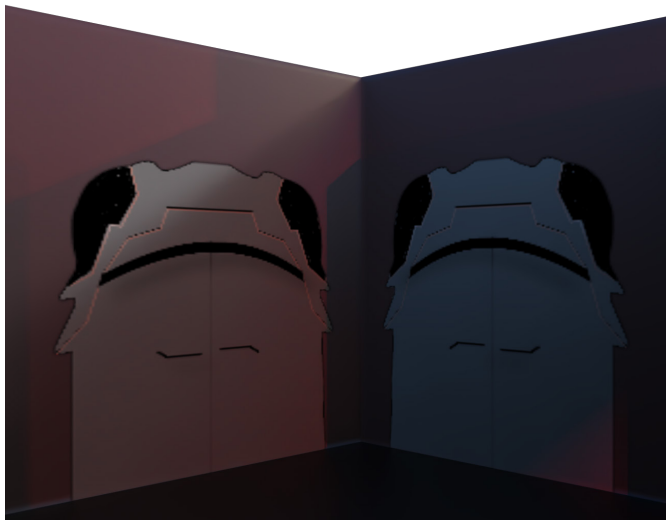
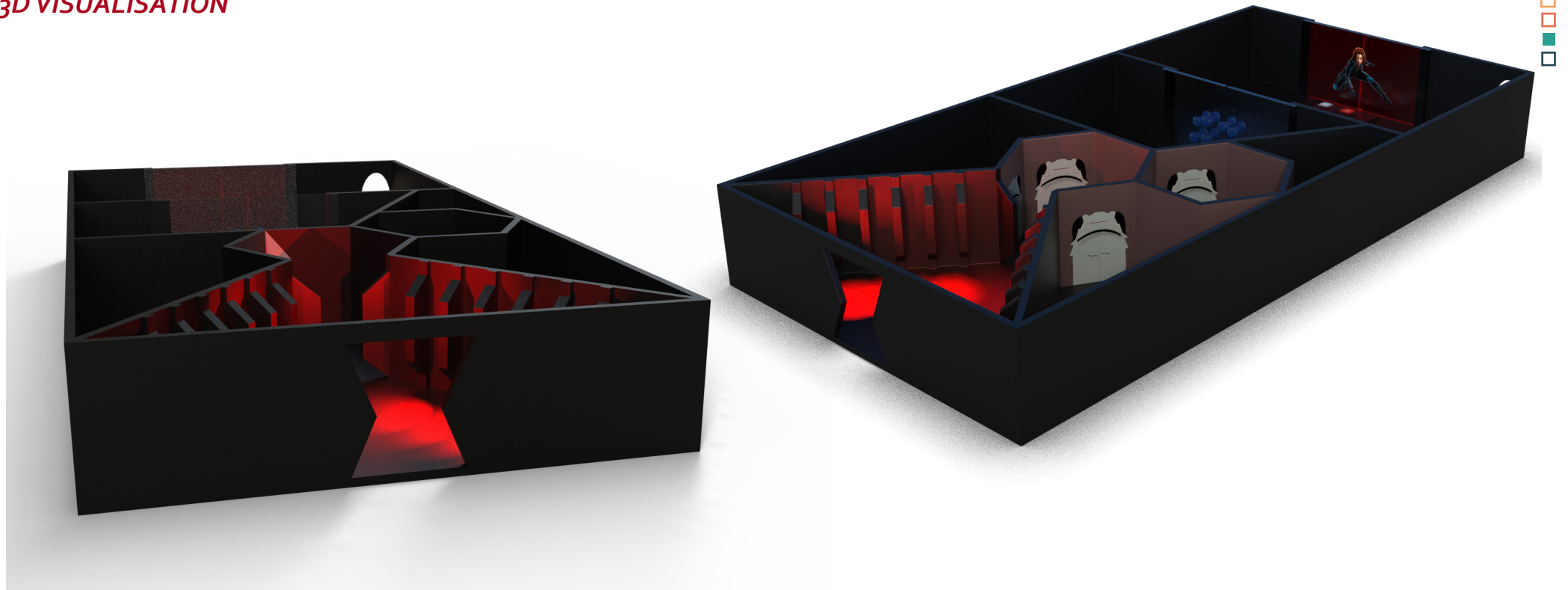


### STEP-5

Pose like queen! Dance arcade inspired installation.

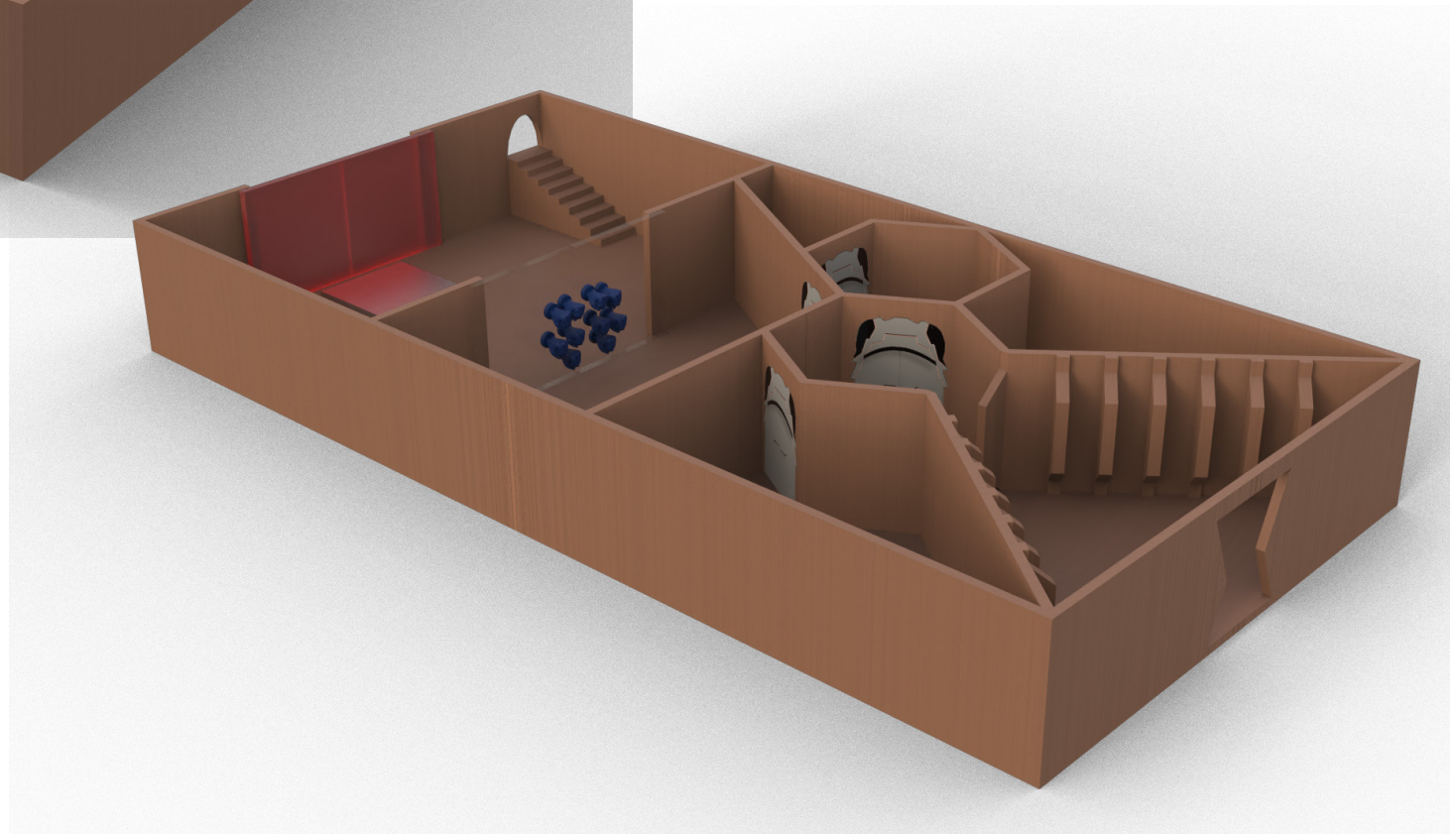
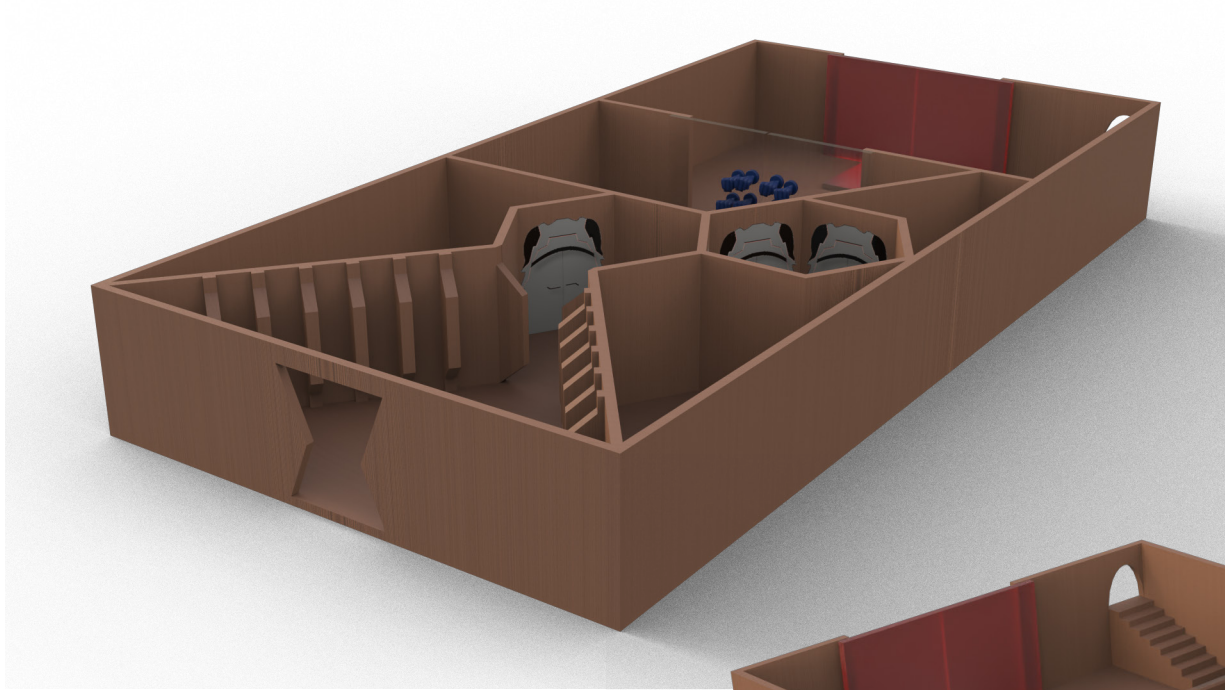


## 3D VISUALISATION





## MATERIAL VISUALISATION



# PROJECT 04.

## BRANDING

Namastay  
India beyond ordinary

### BRIEF

A branding project of a local stay, spread all across the country, embracing the local topography and culture of the place We are creating a platform which will help you explore the Culture.



**Your comfort is what matters,  
Welcomes you,**

Namastay Kerala backwaters

### BRIEF

Our roots and culture is something which has created a mark of who we are on the world. Through our brand, we bring quality, local authentic experiences to audience which makes their stay worthwhile. Providing them with the quality services under one roof and whole some experiences is our soul purpose.

### SCOPE OF WORK

The challenge would be expressing the authenticity. The brand, since catering to varied target audience. The visual language should be familiar to people all over the world. Focus is to deliver the key message.

### TARGET AUDIENCE

Travel enthusiasts, Foreign Tourist, School/college trips, NRI, Young Explorer.

# Namastay

India beyond ordinary

Thumbprint to signify authenticity of the place.  
India tilak as a welcoming indian gesture.  
Gives a different experience from different distance  
Replacing with a to emphasize on stay.

Namastay  
India beyond ordinary

Namastay

Namastay  
India beyond ordinary

INDIA BEYOND ORDINARY  
NAMASTAY

NAMA  
STAY

Namastay  
India beyond ordinary

NAMA  
STAY

NAMA  
STAY

NAMA  
STAY

Namastay  
India beyond ordinary





Target Audience	Communication Barriers	Strategy	Channels	Key Messages	Impact
Tourist Travellers	<ul style="list-style-type: none"> <li>- Diversed cultural background</li> <li>- Lack of rural reach to urban</li> <li>- Lack of awerness</li> </ul>	<ul style="list-style-type: none"> <li>- Showing them what they are missing out on.</li> <li>- Connecting them by cultural level.</li> <li>- How they can avail authentic Indian experience in less period of time.</li> <li>- Ensuring they feel this experience is worth their money.</li> <li>- Generating trust towards our brand.</li> </ul>	<ul style="list-style-type: none"> <li>- Social Media</li> <li>- Public Transport</li> <li>- University</li> <li>- Malls</li> <li>- Local Tourist spots</li> <li>- Print publication</li> <li>- Website</li> <li>- Application</li> <li>- Third party application</li> <li>- E-mail</li> </ul>	<ul style="list-style-type: none"> <li>- Don't be a bummer stay at nama-stay this summer.</li> <li>- You haven't seen India Enough.</li> </ul>	<ul style="list-style-type: none"> <li>- Making people more aware about rural india.</li> <li>- Grabbing larger audience all over the world.</li> </ul>
Schools and colleges	<ul style="list-style-type: none"> <li>- lack of connection with the.</li> <li>- Indian roots.</li> <li>- Budgetury stay.</li> <li>- Lack of awerness of such experience.</li> <li>- A trustable location.</li> </ul>	<ul style="list-style-type: none"> <li>- Making them understand the importance of culture.</li> <li>- Connecting them by cultural level</li> <li>- Encouraging them to go for local</li> <li>- Knowing India by it's roots.</li> </ul>	<ul style="list-style-type: none"> <li>- Social Media</li> <li>- Public Transport</li> <li>- University</li> <li>- Malls</li> <li>- Local Tourist spots</li> <li>- Print publication</li> <li>- Website</li> <li>- Application</li> <li>- Third party application</li> <li>- E-mail</li> </ul>	<ul style="list-style-type: none"> <li>- Your Cultural Gate way.</li> <li>- Dive Deeper</li> <li>- A cultural Call</li> <li>- Delhi has Dust</li> <li>- Goa is Gone</li> <li>- Manali is mainstream</li> <li>- Banglore is busy</li> </ul>	<ul style="list-style-type: none"> <li>- More collage and school trips to rural Indian.</li> <li>- Understanding the importance of local culture.</li> <li>- Getting more social reach.</li> </ul>
Family	<ul style="list-style-type: none"> <li>- Ensuring trust</li> <li>- Compititors</li> </ul>	<ul style="list-style-type: none"> <li>- A place that can cater all the members of the family.</li> <li>- For children to connect to their cultural roots.</li> <li>- A one stop gateway for short trips.</li> </ul>	<ul style="list-style-type: none"> <li>- Social Media</li> <li>- Public Transport</li> <li>- University</li> <li>- Malls</li> <li>- Local Tourist spots</li> <li>- Print publication</li> <li>- Website</li> <li>- Application</li> <li>- Third party application</li> <li>- E-mail</li> </ul>	<ul style="list-style-type: none"> <li>- With Nama Stay, Experience Indian in it's true sense.</li> <li>- Unforgettable experiences for you and your family, this holiday, stay with the locals</li> </ul>	<ul style="list-style-type: none"> <li>- Brand awerness through word of mouth.</li> <li>- Creating goodwill</li> </ul>



Delivering the emotion of something extra



Few branding deliverables with key messages



Kollam motifs for Kerala deliverables



Native kutchhi motifs for rural kutch deliverables

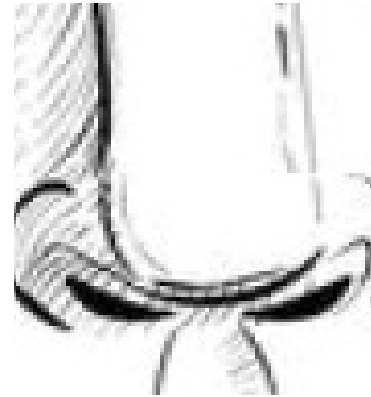


# PROJECT 05.

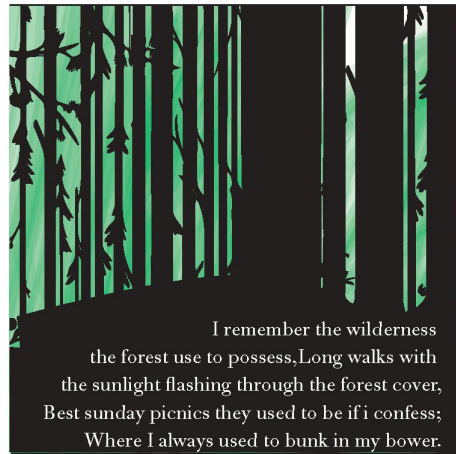
## POETRY BOOK

### **BRIEF**

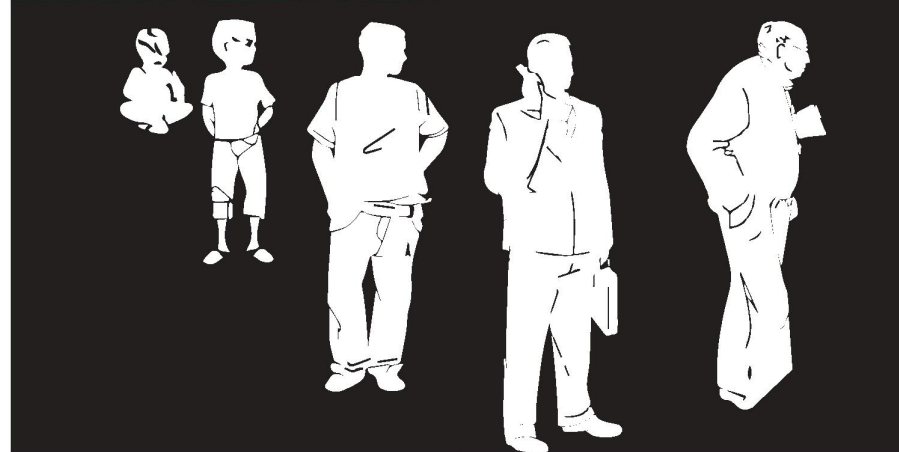
A collaborative poetry book consisting of work of 8 young poets, telling their story.





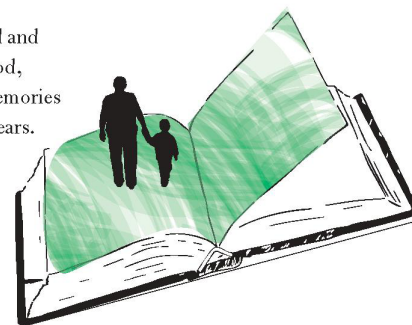


I remember the waterfall filling up a pond,  
How we used to jump in it and wet our skin,  
Embracing nature with our sacred bond,  
A game of shadows wherein  
I would always win.



Things changed when i slowly grew up,  
Earned a degree, stood on my feet  
and started a family, and I lost my father  
as he slowly grew old, now all those  
memories seem a bit hazy.  
I realised how much I miss my happy place,  
I felt like I should visit time and again;  
I should take my children just how my father  
used to, No matter if it scorched or rained.

And I narrated the anecdotes of my childhood,  
As we walked through those  
wilderness after years,  
My children got excited and  
from the heart it felt good,  
Cherished those old memories  
and I wiped away my tears.



“We love you, daddy“, they screamed after  
having the best time of their fall;  
And now there is our Polaroid picture  
which hangs up on the wall.

## BRIEF

The word “poetry” is often used to mean:  
how people construct an intelligibility out of the  
randomness they experience. This book of poetry,  
collaboration of the poems of new emerging poets where  
they express with their words how they choose what they  
love; how they integrate loss and gain; how they distort  
experience by wish and dream; how they perceive and  
consolidate flashes of harmony; how they achieve what  
keats called a “soul or intelligence destined to possess the  
sense of identity.”





30

you would read your  
Shakespeare and Dickens,  
and I would be down,  
my head in your lap,  
and you would complain that the  
sun irritated my eyes  
and you would blush  
than the star I was  
just annoyed by.

I remember you crying over  
the fault in our stars;  
I did not understand  
a single word of that world,  
but I promised you every  
single starless star  
of the entire universe,  
more than all of that,  
I remember you kissing  
my cheek right after.



**a whisp of lavender  
a drop of honey  
and a sprinkle of warmth  
that's what the summer of '16.**

under the anthracene trees  
in the hot summer of 1986,  
how I understood  
how to snail the  
freshly cut grass  
how to listen to the  
cuckoo's mating call  
how to know that  
one is falling in love.

31

you guessed that my  
favorite colour was lavender,  
each other so well,  
since then, I have a strange  
affinity towards periwinkles,  
but truth be told, my eye for  
came back colourblind in bold letters.



it was the end of summer,  
and I had elaborate plans  
for us, together  
your sundress looked  
better with my skirt,  
than with any of the  
trousers you had ever met.

it's the summer of 2016,  
and my garden is in full bloom,  
beach dress,  
bamboo slippers,  
periwinkle bracelet,  
I walk with you,  
hand in hand,  
not one regret.

**a whisp of lavender  
a drop of honey  
and a sprinkle of warmth  
that's all it needs to remind  
me of the summer of '16.**



# NOT OVER YET

GLAD YOU ARE HERE!

Among many other projects like set design ,  
publications, film making and Animation, these were  
brief glimpses of my work in the feild of  
communication design.

Please find all projects at **[behance.net/simrankad](https://www.behance.net/simrankad)**  
or

SCAN